

CONFIDENTIAL.

Form 154

COMMERCIAL FEATURES

OF THE

MUTOSCOPE.

THE MUTOSCOPE is owned by the following Parent Companies throughout the world:

UNITED STATES AND CANADA.

AMERICAN MUTOSCOPE CO.,

841 Broadway, New York.

Capital, \$2,000,000

GREAT BRITAIN.

The Mutoscope & Biograph Syndicate, Ltd.,

18-19 Great Windmill St., London W. Eng.

Development Capital, £50,000

FRANCE.

The Biograph & Mutoscope Co. for France, Ltd.,

29 Rue Tronchet, Paris, France.

Capital, £100,000

GERMANY.

Deutsche Mutoskop und Biograph Gesellschaft m. b. H.

Tauben-Strasse 54 Berlin W., Germany.

Capital, 500,000 Marks.

OTHER COUNTRIES.

International Mutoscope & Biograph Syndicate,

18-19 Great Windmill St., London W. England.

This Syndicate is now perfecting Parent Organizations in Holland, Belgium, and Austria; and negotiations are going on for Companies in Russia, Italy, Spain, Portugal, South America, Mexico, Cape Colonies, French Colonies, Australia, and Japan.

The **policy** of each Parent Company is to organize sub-companies to operate in limited portions of territory. The Parent Companies work under an arrangement by which each Company secures the benefits of the views obtained by all the others.

Each Parent Company has operators and Cameras constantly at work securing new scenes. As the number of cameras employed by the different companies in the various countries increase, the number and variety of new scenes available for use by the sub-companies is augmented.

The **plan** of sub-company organizations adopted by the American Mutoscope Company is as follows:



Exclusive rights are given to a sub-company for the operation of Nickle-in-the-Slot Mutoscopes in a State, upon condition that the sub-company order and take from the Parent Company, at the start, a minimum number of Mutoscopes, at \$100 each, preliminary license fee; and agree to pay to the Parent Company a continuing royalty of fifteen (15%) per cent. of the gross receipts of the Mutoscopes operated by them. The minimum quota necessary to be taken to secure rights for any State is furnished on application.



ESTIMATED EARNING CAPACITY OF

A MUTOSCOPE.

Estimated average daily intake - - -	\$1.00
Receipts for one year (300 days) - - -	\$300.00
Allowance for Maintenance, Commissions, etc.,	
40% - - - - -	\$120.00
15% Royalty to Parent Company - - -	45.00
Net annual profit to sub-company - - -	\$135.00

Reels.—Are exchanged with local companies at a small charge; thus, interest is maintained from year to year.

SPECIMEN MUTOSCOPE EARNINGS.

CERTIFIED.

No. of Mutoscope in operation.	LOCATION.	No. of days' service.	Gross Intake.	Average per day per Mutoscope.
15	South Beach, Staten Island, N. Y.,	7	\$248.55	\$2.36
10	Huber's Museum, 14th St., N. Y. City,	7	106.20	1.51
17	Bowery Parlor, N. Y. City,	7	236.05	1.98
21	125th Street Parlor, N. Y. City,	7	130.05	.92
19	Torres Parlor, N. Y. City,	7	120.00	.94
32	Broadway Parlor, N. Y. City,	3	148.75	3.34
10	Bicycle Race, Madison Square Garden, N. Y. City,	6	306.00	5.10
14	Sportsmen's Exhibit, Madison Square Garden, N. Y. City,	6	483.00	8.75
12	Grand Republic Steamer, N. Y. City,	60	1,173.60	1.63
4	Bergen Beach, Long Island,	30	238.24	1.98
16	Feltman's Hotel, Coney Island, L. I.,	30	859.08	1.80
8	Prospect Park Station, L. I. R. R.,	14	138.88	1.24
4	Long Island City, L. I. R. R.,	30	138.00	1.15
9	Hotel Slengie, Coney Island,	21	170.10	.90
7	Jersey Central R. R., N. J.,	30	157.50	.75
83	Scattered about Boston, Mass.,	26	2,250.45	.90
20	Boston Parlor, Boston, Mass.,	17	1,080.03	3.17
3	Boston Dog Show, Boston, Mass.,	3 1/2	45.99	4.38
14	Scattered in Chicago, Ill.,	26	452.27	1.24
10	Utrechtsestraat Shop, Amsterdam,	7	80.20	1.14
4	Telegraph Bureau, Amsterdam,	7	87.40	3.12
6	Grasnapolsky Cafe, Amsterdam,	7	125.40	2.68
201	15 Scottish Groups in Scotland,	6	1,100.00	1.88
6	Glasgow, Scotland,	1	41.30	0.88
8	Waverly Market, Edinburgh, Scotland,	17	1,020.00	7.50
10	Leicester Fair, Leicester, England,	25	315.45	1.26
10	Sheffield, England,	7	231.83	3.31
10	Northampton, England,	1 1/2	37.56	2.50
5	Coventry, England,	4	46.05	2.30
10	Burgley Hall, Birmingham, England,	4	198.63	4.96
12	Crystal Palace, London, England,	3	281.54	7.80
6	Alexandra Palace, London, England,	4	153.10	6.37
8	Royal Aquarium, London, England,	3	100.47	4.18

A LITTLE MUTOSCOPE LOGIC.

Why the Nickle-in-the-Slot Mutoscope is an exceptionally profitable and desirable business.

BECAUSE IT IS A READY-MONEY BUSINESS.

WHY? It delivers only after receipt of cash. No loss from bad debts.

IT IS A READY-MADE BUSINESS.

WHY? No outlay for manufacturing plant by local company. Nor long delays nor expensive experimenting. No advertising to get it introduced. It arrives prepared to take money immediately. It advertises itself through its patrons.

IT REGULATES ITS OWN COST OF OPERATION.

WHY? Being placed out on a basis of percentage of its receipts, it pays rental only according to business it does.

A FEW POINTS.

WHY THE NICKLE-IN-THE-SLOT MUTOSCOPE EXCELS ALL OTHER AUTOMATIC DEVICES AS A MONEY EARNER.

BECAUSE:

It appeals to and interests all, from the child of nine to the aged person of ninety.

It caters to the masses, yet pleases all classes.

It can be placed at isolated points and requires neither nurse nor attendant to keep it in order.

While it gives satisfaction to each customer, it delivers nothing which costs its owner anything—thus income is profit.

Delivering nothing which could be disposed of for value, it offers no incentive for dishonest persons to rob it.

It does not need to be refilled or replenished daily as in a vending machine.

It saves two important items of loss of profit to all vending machines, viz., the cost of refilling, and loss sustained by dishonest persons inserting metal blanks instead of coins.

It works at all hours and at any time.

Its simplicity of construction prevents its getting out of order.

Its best earning average is reached when a number of Mutoscopes are placed together.

Its patrons are never content until they have seen all the different scenes.

It appeals to that old but ever existing element, curiosity.

It follows people in their hours of leisure, and will serve them at the seaside or riverside, meet them at the football game, cricket ground or race course; it awaits one at the railway stations.

It finds its way on excursion steamers, lurks in hotel and theatre lobbies, frequents the popular shops, attends at church bazaars, fairs, and other places of public gathering—always a silent but eloquent plea for nickels by its patient presence and the excellent service it renders.

THE LIFE OF THE BUSINESS.

Whenever a view is changed, interest in the instrument is renewed. The Mutoscope will take its place with the newspapers and illustrated periodicals in continually presenting to the public interesting living pictures of current events from all parts of the world. It perpetuates events of historic interest. Human interest in pictorial art lives forever. The MUTOSCOPE is the most perfect form of pictorial illustration.